



CHAPTER ELEVEN

arts and culture element

IN THIS CHAPTER

Goals

Arts and Culture Policies

Murals, sculptures, music, and dance, are a central part of Barrio Logan's identity, and enrich the public realm with stories of the community's history and culture. Arts and culture provides a means of expression in the environment, a way to create spaces that have a meaningful aesthetic, and an opportunity to educate about history, culture, nature, and current events. It takes many forms and shapes in the public realm of Barrio Logan's streets and sidewalks, parks and plazas, and gateways. While the most familiar forms of public art in Barrio Logan are its painted murals, there are other examples including tile murals and sculptures. New directions in public art should encourage a diversity of media, so that all segments of the community can participate and be represented. Public art can also be a more integral part of public spaces such as plazas and transit stops, facades of existing buildings and utilities, as well as in new developments. In addition, these public places provide opportunities for other cultural activities to occur such as festivals and performances.

GOALS

- Strengthen Barrio Logan's identity as a cultural and arts center.
- Encourage the development of the Logan Avenue Arts District.

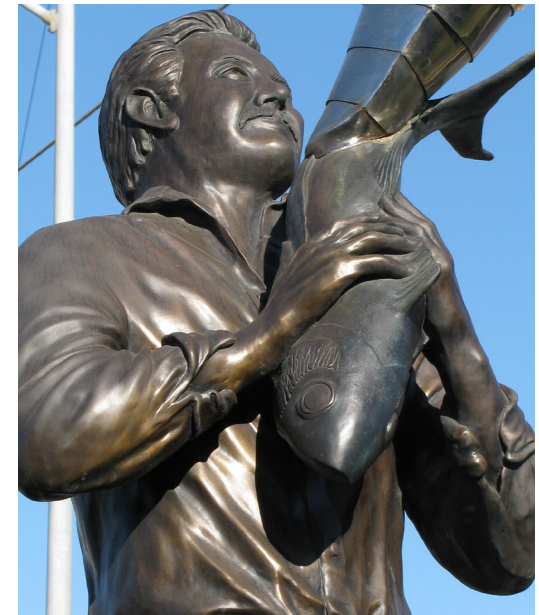


Public art can be found throughout Barrio Logan providing beauty and visual interest

Chicano Park is home to the largest collection of Chicano murals in the world. The murals are recognized as seminal in the birth of the Chicano art movement in the United States and the collection is a point of pride among the residents of Barrio Logan as well as residents of San Diego. Chicano Park serves as a venue for a range of festivals and cultural events. Murals and art adorn buildings and walls throughout the neighborhood, a feature that is essential in the visual and social character of the community. The mural heritage visually supports the colorful history and spirit of the residents because the people express themselves thru art and visual spaces.



Chicano Park Day features traditional music and dance, including Aztec Indigenous dance, coordinated by Toltacas en Aztlán.



"The Cannery Workers Tribute" in Barrio Logan by Valerie Salatino and Nancy Moran



Fiesta del Sol is an annual street festival which celebrates the history and diversity of cultures in Barrio Logan



Include public art or cultural amenities in each new development project

ARTS AND CULTURE POLICIES

Policy 11.1.1 Pursue art installations that are diverse in content, media and siting, that help to create and reinforce the uniqueness of Barrio Logan and reflect the array of regional cultural and environmental influences.

Policy 11.1.2 Embrace the artistic heritage of Barrio Logan and continue to invite new influences into the art-making dialogue/process.

Policy 11.1.3 Include public art or cultural amenities in each new development project. Engage artists early in the project design process to achieve integration between art and architecture.

Policy 11.1.4 Strengthen Barrio Logan's identity as a local cultural and arts center through the use of public art in public spaces such as trolley stations,

sidewalks, streets, parks, and in building lobbies.

Policy 11.1.5 Create a balance between the preservation/remembrance of historic elements of Barrio Logan culture and structures, such as the collection of Aztec Brewery art and artifacts, and contemporary art installations.

Policy 11.1.6 Ensure that ground floor spaces of live/work units emphasize artists' works, with accessible entrances, transparent windows, and display areas.

Policy 11.1.7 Support diversity of history, culture, climate, environment, and people through inclusive arts and cultural offerings accessible to non-English speaking residents, seniors, and visually and hearing impaired populations.

Policy 11.1.8 Utilize vacant and/or underutilized storefronts and other non-residential buildings for temporary art exhibitions.

Policy 11.1.9 Encourage the provision of spaces for performances and art events in neighborhood parks, community centers, schools, transit stations, residential developments and public areas within private development.

Policy 11.1.10 Continue efforts to create meaningful, memorable, and culturally-significant public spaces in Barrio Logan that are integrated with public art.

Policy 11.1.11 Coordinate with the San Diego Unified Port District to identify all possible funding resources and to ensure alignment between the various public art programs and projects.

Policy 11.1.12 Emphasize public art installations on Cesar E. Chavez Parkway, Logan Avenue and National Avenue and at major intersections.

Policy 11.1.13 Ensure that live/work artist spaces enliven the street with a focus in the areas designated as the Logan Avenue Arts District while providing housing and work spaces for local artists.

Policy 11.1.14 Involve artists in the design of gateway elements proposed for Logan and 16th, Cesar E. Chavez Parkway and Main and Division.

